



# ADVERTISING, MARKETING AND PUBLIC RELATIONS MANAGERS

NOC 0124

Manage and evaluate the activities of companies and departments involved in advertising, marketing and public relations.

3 YEAR OUTLOOK



Fair

3 YEAR JOB OPENINGS

59

MEDIAN HOURLY WAGE

N/A

TYPICALLY REQUIRED



University

EMPLOYED

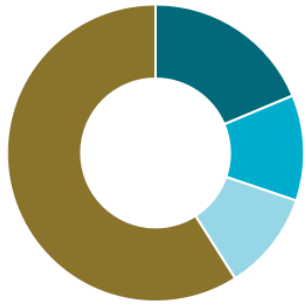
663

MEDIAN SALARY

\$60,006



The information presented is based on data for New Brunswick. To learn more about the data provided, visit [www.nbjobs.ca/occupations](http://www.nbjobs.ca/occupations).



### EMPLOYMENT BY INDUSTRY

18.7%	Professional, scientific and technical services
11.5%	Information and cultural industries
10.8%	Public administration
59.0%	All Other Industries



### EMPLOYMENT BY AGE

4.3%	15-24
23.7%	25-34
31.7%	35-44
27.3%	45-54
9.4%	55-64
3.6%	65+

### ALSO KNOWN AS

- Advertising Director
- Advertising Manager
- Communications Director
- E-Business Manager
- Fundraising Campaign Manager
- Internet Communications Manager

### MAIN DUTIES:

Advertising, marketing, public relations and e-business managers perform some or all of the following duties:

- Advertising managers plan, direct and evaluate the activities of firms and departments that develop and implement advertising campaigns to promote the sales of products and services.
- Marketing managers establish distribution networks for products and services, initiate market research studies and analyze their findings, assist in product development, and direct and evaluate the marketing strategies of establishments.
- Public relations managers direct and evaluate establishments and departments that develop and implement communication strategies and information programs, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations.